Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-35. (canceled)

36. (new) A computer program product, tangibly stored on a computer-readable medium, comprising instructions operable to cause a computer to:

receive as an input base visual content;

generate a content division structure that divides the base visual content into a plurality of image slices, including instructions operable to cause the computer to generate user-created slices and program-generated slices;

receive an input from a user selecting one of the plurality of image slices as a trigger slice and an input selecting a trigger event to associate with the trigger slice;

receive input from a user that generates intermediate visual content, including instructions operable to cause the computer to allow the user to create and modify intermediate visual content freely as an integral image without regard to slice boundaries;

automatically generate a set of viewing image files containing viewing visual content derived from the base visual content;

use the content division structure to divide the intermediate visual content and the viewing visual content into slices corresponding to the slices of the base visual content; and

computationally compare the base visual content and the intermediate visual content to automatically identify image slices where the base visual content and the intermediate visual content differ visually and generate a set of swap image files containing swap visual content derived from the identified image slices of the intermediate visual content.

37. (new) The computer program product of claim 36, further comprising instructions operable to cause a computer to:

generate a set of HTML instructions that cause the viewing visual content to be displayed as a valid HTML table; and

generate a set of JAVASCRIPT instructions that cause the swap visual content to be displayed when the trigger event occurs to the trigger slice.

38. (new) The computer program product of claim 36, wherein the swap image files are optimized for transmission over a computer network.

39. (new) The computer program product of claim 36, wherein each slice of the base visual content and the intermediate visual content is computationally compared pixel-by-pixel.

40. (new) The computer program product of claim 36, wherein each slice of the base visual content and the intermediate visual content is computationally compared by comparing a checksum value calculated for each slice of the base visual content and a checksum value calculated for the corresponding slice of the intermediate visual content.

41. (new) A computer-implemented method of creating interactive visual content for display by a viewing application executing on a computer, the method comprising:

receiving as an input base visual content;

generating a content division structure that divides the base visual content into a plurality of image slices, including instructions operable to cause the computer to generate user-created slices and program-generated slices;

receiving an input from a user selecting one of the plurality of image slices as a trigger slice and an input selecting a trigger event to associate with the trigger slice;

receiving input from a user that generates intermediate visual content, including instructions operable to cause the computer to allow the user to create and modify intermediate visual content freely as an integral image without regard to slice boundaries;

automatically generating a set of viewing image files containing viewing visual content derived from the base visual content;

using the content division structure to divide the intermediate visual content and the

viewing visual content into slices corresponding to the slices of the base visual content; and

computationally comparing the base visual content and the intermediate visual content to automatically identify image slices where the base visual content and the intermediate visual content differ visually and generate a set of swap image files containing swap visual content derived from the identified image slices of the intermediate visual content.

42. (new) The method of claim 41, further comprising:

generating a set of HTML instructions that cause the viewing visual content to be displayed as a valid HTML table; and

generating a set of JAVASCRIPT instructions that cause the swap visual content to be displayed when the trigger event occurs to the trigger slice.

43. (new) The method of claim 41, wherein the swap image files are optimized for transmission over a computer network.

44. (new) The method of claim 41, wherein each slice of the base visual content and the intermediate visual content is computationally compared pixel-by-pixel.

45. (new) The method of claim 41, wherein each slice of the base visual content and the intermediate visual content is computationally compared by comparing a checksum value calculated for each slice of the base visual content and a checksum value calculated for the corresponding slice of the intermediate visual content.